

# visitgreenwich

time after time

News release  
10 November 2014

## **New Look and New Vision for Visit Greenwich**

Royal Borough to capitalise on spread of tourism to East London



Hot on the heels of unveiling its new brand identity, which showcases the blend of history and contemporary culture which make Greenwich such a stand out destination in London, the team at Visit Greenwich has announced the findings of its new Destination Management Plan (DMP). The ambitious plan, which lays out a five year vision, identifies how the Royal Borough can increase the economic impact of tourism by 28%, growing from a base of £1.1 billion today and how tourism related jobs will increase by 3,000 to 17,000.

The destination management plan was launched locally in October by John Walker CBE, Chair, and Barrie Kelly, Chief Executive of Visit Greenwich, the Destination Management Company for the Royal Borough of Greenwich.

The plan outlines some of the steps to be taken to change visitor perceptions and reposition Greenwich as destination for short breaks and major events. A key strand of this activity is to encourage visitors to stay overnight or take a short stay in the Royal Borough – with emphasis being placed on promoting attractions across the whole of the borough, which includes Eltham, Woolwich and Charlton.

New developments and the conservation of heritage continue to play a vital role in Greenwich's appeal to domestic and international visitors. The conservation of the Painted Hall at the Old Royal Naval College and the development of the five-star 'InterContinental London The O2' opening on Greenwich Peninsula in autumn 2015 will all play a key role in Greenwich's near future.

Other plans include attracting up to 40 international cruise ships per year docking at Enderby Wharf, bringing up to 1,000 passengers each from across the globe from 2017.

The DMP was designed to meet the aims and objectives set out by VisitEngland for successful delivery and growth of tourism in England. As a result, Visit Greenwich has since received formal recognition as a destination by the national tourist board.

Barrie Kelly, CEO Visit Greenwich, said: "I am thrilled that our new DMP lays out such a clear route map for the Royal Borough over the next five years. Greenwich has a huge opportunity to capitalise on its unique blend of history, culture and beauty, encouraging more and more visitors to stay longer and spend more in the destination.

"Some hugely significant developments are currently taking place across the borough, as businesses see the potential of Greenwich and beyond. As the centre of London continues to shift east, we look forward to announcing more of these major developments.

"This, combined with the partnerships we have built with all of the Borough's key attractions are vital in moving this work forward and in ensuring that the destination as a whole benefits from the expansion of tourism over the coming five years. By working closer together through the Visit Greenwich partnership, Greenwich can fulfil its true potential as a top UK destination."

Officially launching the document, Councillor Denise Hyland, Leader of the Royal Borough of Greenwich, said: "The Olympic and Paralympic Games in London and the award of Royal Borough status brought the eyes of the world onto Greenwich as never before – and the recent Tall Ships Festival maintained this momentum, with huge numbers attracted to both Woolwich and Greenwich.

"The challenge is to ensure that we build on this exposure, and make sure that the number of visitors to the borough continues to increase.

“Visit Greenwich plays a vital role in overseeing and coordinating this work, and I welcome their strategy which outlines a really clear vision for how to develop tourism in the borough. I also welcome the fact that so many businesses from across the borough have come together in this commitment to develop tourism for the benefit of local residents and businesses.”

“As well as increasing the number of visitors, there is a clear goal to ensure that those who visit stay in the borough for longer and spend more while they are here. That is why we are fully behind Visit Greenwich in the work that it is doing to promote and market the whole borough – including the many fabulous attractions at Eltham, Woolwich and Charlton.”

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**Note to editor:** For more information about Visit Greenwich, please go to [www.visitgreenwich.org.uk](http://www.visitgreenwich.org.uk). The Destination Management Plan is available to download at [www.visitgreenwich.org.uk/About](http://www.visitgreenwich.org.uk/About)

**Issued by Flagship Consulting**

Belinda Hallworth      0207 886 8456 [belinda.hallworth@flagshipconsulting.co.uk](mailto:belinda.hallworth@flagshipconsulting.co.uk)

**About Visit Greenwich**

Visit Greenwich is the name for the Royal Borough of Greenwich Destination Management Company, a partnership based, not for profit, Community Interest Company. Visit Greenwich promotes the Royal Borough of Greenwich as a visitor destination and place to stay. A public/private partnership led by a board of tourism professionals, representing different sectors of the industry, with an independent chair, Visit Greenwich works in partnership with local visitor attractions, accommodation providers, transport operators, meetings and events venues, the hospitality and retail sector and local businesses.

Set alongside the river Thames in south east London, the Royal Borough of Greenwich is one of London's most popular visitor destinations, stretching from the Maritime Greenwich World Heritage Site, eastwards to cross the Prime Meridian of the World to Greenwich Peninsula for The O2 and the Emirates Air Line cable car, and onwards to the historic Royal Arsenal at Woolwich, Eltham, Charlton and Blackheath.